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The new era of Artificial Intelligence

Illustrated e-book
written with AI tools

ebook

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Performa 14-year Special

SUMMARY

KATALYSIS: _04

Our set of AI tools which, combined with our unique methodology, optimize and accelerate, reveal and create opportunities with artificial intelligence.

GAMIFICATION: _14

Here, we will delve into the magic of gamification and explore how it is transforming the landscape of business and human interaction.

CASE GPA: _18

Performa_IT acts as a partner of the Grupo Pão de Açúcar to support its goals of leading the retail digital transformation of retail, with innovation and dynamism as its main characteristics.

Editorial

We are pleased to launch our first e-book on a very exciting topic to celebrate **14 years of Performa:** the artificial intelligence revolution. This milestone is not just another step on our journey, but an inspiring phase of transformation!

We will reflect on the impact of artificial intelligence has on society, but beyond that, share our decision to leverage AI trends to establish our position in services, products, processes and solutions that are now driven by AI.

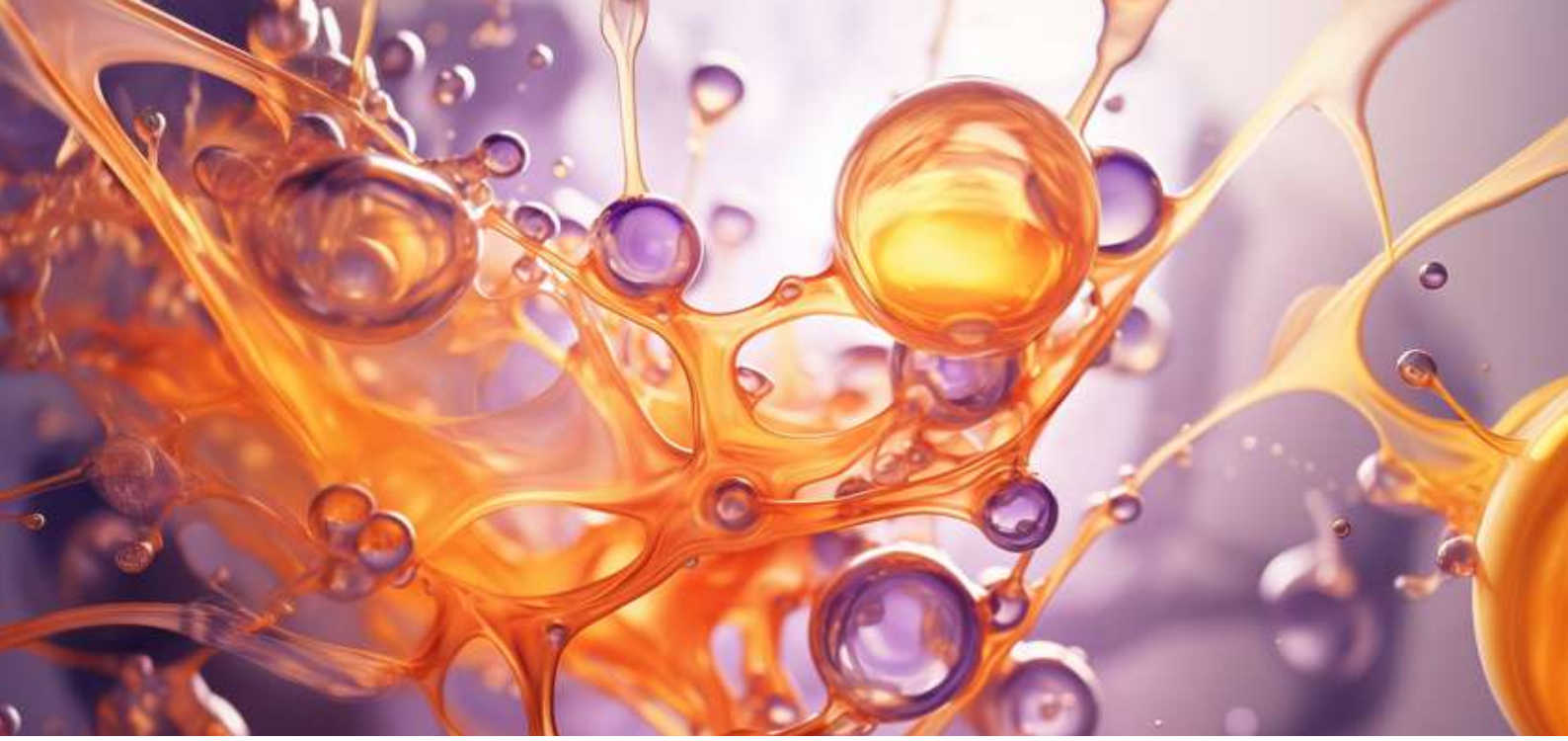
By diving into this rich material will bring you will closer to Performa, building the future through this technological revolution in a new era of innovation catalyzed by AI.

Explore a variety of illustrations, including this one that stands out in the background, meticulously designed by artificial intelligence tools. We hope you enjoy and appreciate the visual creations that result from the collaboration between technology and our talented professionals. Discover how you can bring authentic art to life with exceptional quality and amazing efficiency!

We look forward to sharing this journey with you!

Enjoy your reading!

A new era of AI-catalyzed innovation.



In chemistry, a catalyst is a substance that speeds up a reaction, making it more efficient and effective. Here, Katalysis is our set of AI tools combined with our unique methodology to optimize and accelerate, uncover and create opportunities with artificial intelligence.

Katalysis is more than technology; it's a vision. It's a vision of a future where AI is not just a tool, but a catalyst that drives success.

New Services with AI:

AI_Sprint:
In this new solution, strategic innovation will redefine the concepts of hyper-productivity.

AI_Strategy:
The initial strategy to unlock the valuable opportunities AI holds for the future of your business.

AI_Data:
An in-house source for artificial intelligence generation of strategic insights and trends.

Are you working on your business strategy for 2024?

JOIN US IN AN AI_STRATEGY PARTNERSHIP!

Want to know where to start implementing artificial intelligence in your company? What does it mean to you? We can help you!

With a Lean Strategy approach, we focus on eliminating waste, improving processes and highlighting what trully adds value to your business.

Together, we will plan, organize and prioritize your challenges and strategic goals to ensure a successful and growing 2024. Count on us for an effective partnership on your business journey.

LEAN STRATEGY

If you're not already using Lean Strategies in your organization, learn more about this approach that could be the key to effectively achieving your goals with your team.

Lean Strategy is a management and decision-making methodology that is based on the principles of Lean Manufacturing, which were originally developed by Toyota, in Japan. The primary purpose of the Lean Strategy is to maximize customer value.

Some of the key principles of the Lean Strategy:

Waste elimination: identifies and eliminates all types of waste, from time and resources to unnecessary processes. This frees up valuable resources that can be directed toward achieving goals.

Focus on value: prioritizes providing value to customers and stakeholders. When your team focuses on what matters, their goals become clearer and more attainable.

Continuous improvement: as you move toward your goals, you are always looking for ways to make incremental improvements.

Intelligent use of resources: effective allocation of resources is critical to achieving goals. Lean Strategy helps direct resources to areas where they will have the greatest impact.

Business agility: promotes agility, enabling companies to adapt quickly to changing market conditions. This is critical to achieving goals in a constantly evolving business environment.

Team engagement: involves your team in identifying and solving problems, creating a more engaged and collaborative work environment that can drive goal achievement.

Please note that successful implementation of a Lean Strategy requires time, commitment, and cultural changes in the organization. It is an ongoing process that requires strong leadership and involvement from all levels of the company.

When applied consistently and tailored to the specific needs of the organization, Lean Strategy can be a powerful tool to help a company achieve its goals and improve its operations.

Let's create a solid path to success together.

Contact Us!

GET READY FOR THE FUTURE: 4 TIPS FOR LIVING HARMONIOUSLY WITH ARTIFICIAL INTELLIGENCE

The growing presence of Artificial Intelligence (AI) in the professional scene raises the intriguing question: *"Will AI steal our jobs?"* Rather than being an imminent threat, many professionals (including us) believe that AI is an opportunity to redefine work. While certain functions can be automated, AI is also creating new demands for specific skills and driving the evolution of entire industries.

Check out some tips for getting started with AI and using it in your work:

Adaptation and continuous learning: Be willing to learn and adapt to new technologies. Investing in education and developing skills that complement AI, such as creativity, problem solving and interpersonal skills, is critical to staying relevant.

Collaboration with AI: See AI as an ally, not a threat. Engage in collaboration between humans and machines, exploring how AI can optimize tasks and free up time for more strategic and creative activities. Find ways to augment your skills with AI capabilities.

Focus on uniquely human skills: Focus on developing skills that are uniquely human and difficult for AI to replicate, such as empathy, critical thinking, and creativity. These skills will continue to be essential in professional environments, regardless of technological advances.

Exploring the unknown: The digital world is full of opportunity, and a bold attitude can open incredible doors. Don't let the fear of the unknown hold you back. Explore new tools, immerse yourself in innovative technologies and discover how they can enhance your skills and experience. Curiosity and a willingness to experiment are the keys to unlocking a universe of possibilities that can advance your career and expand your professional horizons.

Rather than stealing jobs, AI can be seen as a tool that transforms the nature of work, opening doors to new levels of productivity, learning and harmonious collaboration between humans and technology. The challenge is how we adapt and empower ourselves to thrive in this ever-evolving scenario.

The same portfolio, more efficient every day with AI

Our portfolio of services offers solutions for different levels of maturity and needs. Whether the challenge is design, product, process or software development, we have an ideal solution for each of them and now with the power of AI!

As the world of technology continues to evolve, our portfolio keeps pace with market trends.

A commitment to continuous innovation, so that your company has access to modern and effective solutions.

Every day, we strive to improve the quality and efficiency of our services, adapting to market demands and customer needs. This commitment to continuous improvement enables us to exceed expectations and ensure that our offering remains aligned with strategic objectives.

This means that as new technologies and best practices emerge, we are ready to incorporate them into our services, always ensuring access to the most advanced solutions:

Maturity and diverse needs: we understand that our customers' needs and challenges are diverse. Therefore, the approach is adaptable and scalable to meet all stages of business development.

Growing businesses: we have teams ready to optimize existing processes, identify scalability opportunities and provide advanced technology solutions to keep up with the growth of expanding businesses.

Established enterprises: established enterprises can benefit from our digital transformation services, which include modernizing legacy systems, adopting agile practices, and implementing continuous innovation strategies.

Solutions for specific challenges: regardless of the challenge your company faces, our portfolio of services offers tailored answers.

High-impact design: if your company needs a high-impact design for your brand or product, our team of specialized designers can create visual solutions that stand out in the marketplace.

Process optimization: to improve operational efficiency and reduce costs, we provide process analysis and optimization services to identify areas for improvement and implement effective changes.

Cutting-edge technology: our team of experts offers up-to-date solutions such as cloud migration, mobile application development, and cybersecurity.

An era of hyperproductivity

Our Methodology is now hyper-productive with Artificial Intelligence!

We live in an exciting era of technological advancement, and Artificial Intelligence (AI) is at the forefront of this revolution. Our methodology now incorporates this powerful tool, making our teams hyper-productive.

As AI continues to evolve, the potential to drive business efficiency becomes limitless, and this process starts from the inside out. We are integrating AI into our methodology and the daily lives of our employees, and this is just the beginning of an exciting journey into the future.

Artificial intelligence is the key to the next era of business efficiency.
By adopting this innovative technology, we can take our customers to levels of productivity never before imagined.

Much more than a simple trend; it is a revolution that is transforming all sectors:

Intelligent automation: allows you to automate routine and repetitive tasks, freeing up human resources for more strategic and creative activities.

Advanced data analytics: using AI algorithms, companies can analyze large volumes of data in real time to gain valuable insights for informed decision-making.

Virtual assistance: AI chatbots and virtual assistants improve customer service by answering questions and resolving issues effectively and quickly.

Content personalization: AI enables the personalization of content and recommendations, improving the customer experience and increasing engagement.

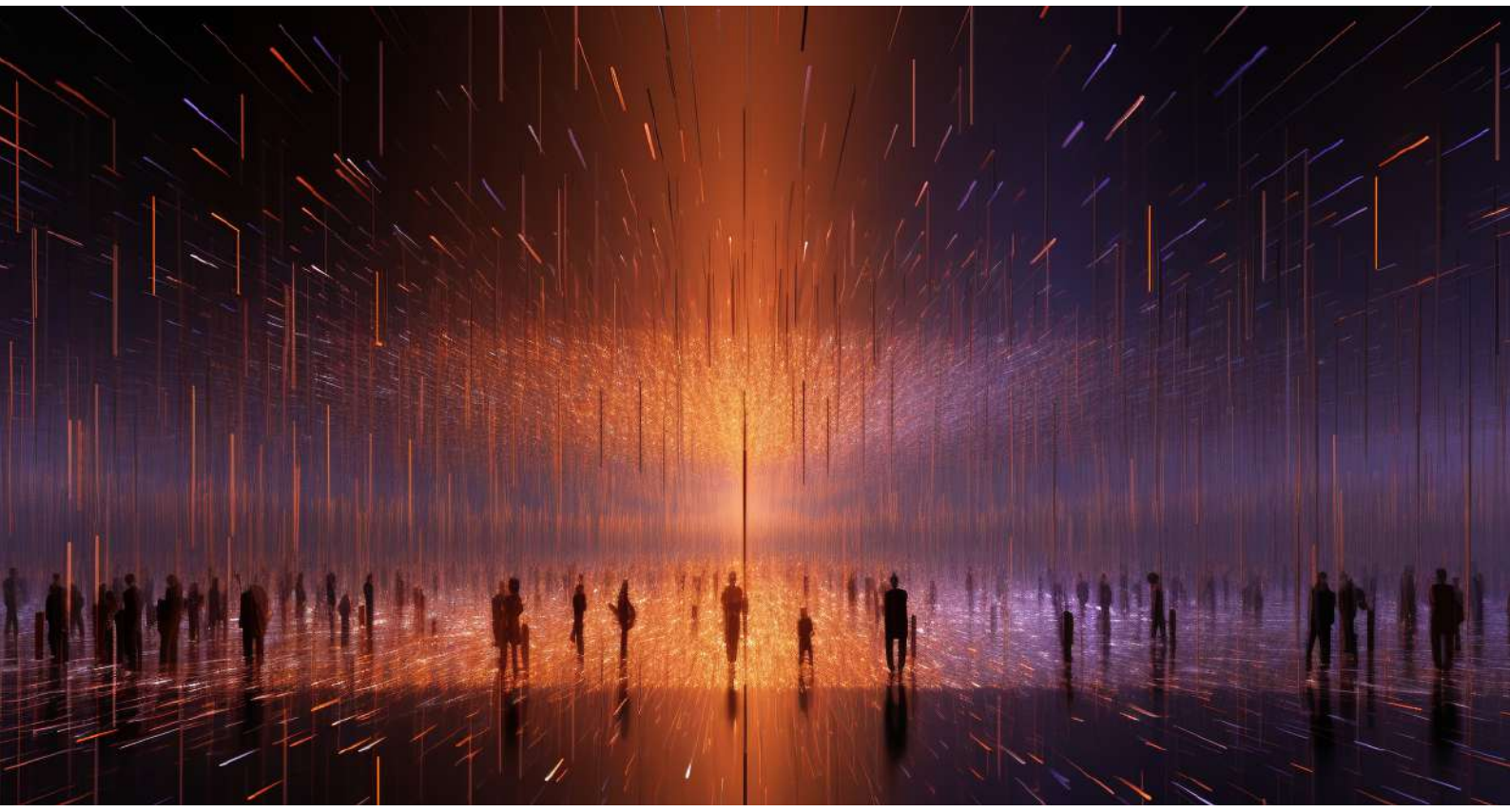
Demand forecasting: through AI models, companies can predict market demand and optimize their inventory and supply chain.

Contact us to learn more about how AI can transform your business and take it to new heights of success.

SMART TRANSFORMATION: EMBEDDING ARTIFICIAL INTELLIGENCE INTO BUSINESS PROCESSES

In the age of innovation, incorporating Artificial Intelligence (AI) into business processes **is more than a competitive advantage; it has become business imperative.** AI's ability to automate tasks, analyze large data sets, and provide strategic insights is revolutionizing operational efficiency. Forward-thinking companies are adopting AI to optimize processes, improve decision-making and drive innovation. By considering the adoption of AI, organizations are not only embracing modernity, they are opening the doors to a smarter and more agile business future.

Count on us to start this transformation in your business!



The efficiency revolution is just getting started, which is why we bring you our 3 new products:

AI_SPRINT

The Lean Inception methodology adapted to co-create AI solutions

The future of efficiency combines artificial intelligence with powerful Design Thinking techniques, offering a true transformation journey for new or existing products and processes.

We are applying new approaches to services and exploring the maximum potential of AI in our processes, resulting in A.I.P.A!
And now we want to apply it to our partners too!

Photos: Tatiane Rodrigues

AFTER ALL, WHY DID A TECHNOLOGY COMPANY DECIDE TO MAKE A **BEER USING AI?**

In just one month, we immersed ourselves in the world of craft beer, from the scratch, with a very special partner: artificial intelligence. From recipe to name choosing, packaging and the entire creation process, AI was our ally, accelerating each step and allowing us to achieve unprecedented levels of hyper-productivity.

This is how **A.I.P.A. – Artificial Intelligence Pale Ale** was born, our first beer 100% designed by AI.

> **"Because it's way beyond our core, and yet we're showing it's possible! Now think of the processes and solutions we can co-create with our customers, and we know how to play!"**

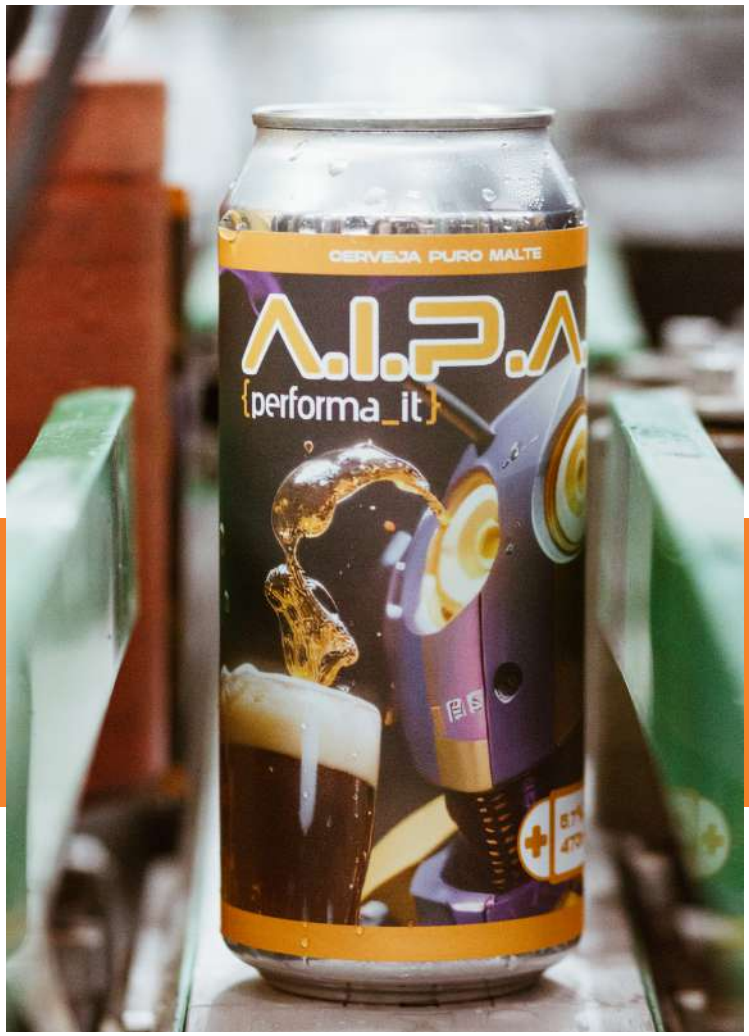


Photo: Tatiane Rodrigues

TOTAL IMMERSION IN ARTIFICIAL INTELLIGENCE: A.I.P.A.

In just one month, we developed a beer from scratch, from recipe, name definition, label, packaging, and campaign, using artificial intelligence throughout the entire creation process.

According to Leonardo Tristão, CEO of Performa_IT, the result was incredible:

> **"Performa_IT's focus is to prioritize results through modern technologies and the best experience in digital transformation. What inspired us to create a beer is just a taste of what is possible when innovation meets the quality we deliver - the first step towards a promising future that represents a total connection with our goal of expanding the company's horizon, using Artificial Intelligence, a tool in which we strongly believe in."**

The creative work of our team, combined with the power of Artificial Intelligence technology, resulted in the realization of our passion for beer and the encounters it bring us.

Inspiration came from the first day of the company's existence, which was created in a bar - and inspired us to create a beer, something of our own. And what has the most to do with our culture are the moments of meeting and socializing.

Co-created with Cervejaria Seo Carneiro, using Artificial Intelligence reduced the time it would take to produce a beer from scratch by 50% for the first time.

For us, beer was chosen as an important symbol of our culture, not necessarily the product itself, but rather the innovation brought by Artificial Intelligence.

What we are demonstrating is the ability to execute that is in our DNA. This is what Performa_IT does best: the confidence of reviewing our customers' projects and knowing that everything will be done, because we guarantee delivery.

When we talk about Artificial Intelligence, we talk about how we can amplify and accelerate it to make our vision of the future a reality.

After all, the AI that brought our first-of-its-kind beer to reality is just the beginning of a revolution that will reshape the marketplace, unlocking limitless possibilities, and pushing the boundaries of what's possible. AI is our ally and the sky is the limit!

Visit our company and taste our beer while we chat about technology. We'll show you exactly how we did it!

Photos: Tatiane Rodrigues

Gamification **Product & Process**

In this ever-evolving digital age, gamification is not just a trend, it is a powerful strategy that is revolutionizing the way companies shape experiences and behaviors. Here, we will delve into the magic of gamification and explore how it is changing the landscape of business and human interactions.

TRANSFORMING EXPERIENCES AND **BEHAVIORS**

Gamification is much more than adding games to processes.
It is the application of game elements and mechanics to non-game contexts, with the intent to motivate, engage, and positively influence people. It's an approach that crosses borders and industries to create interactive and engaging experiences that drive exceptional results.

Welcome to the fascinating world of **"Gamification Product & Process".**

Let's explore how this technique is shaping the future by encouraging learning, motivating teams, driving business growth, and inspiring positive behavioral change.

Get ready to discover how this approach is changing the way we work, learn, interact, and thrive in business and beyond.

Benefits of this service:

Engagement in different moments:
- Internal or external, gamification provides continuous engagement.
- It brings dynamism and interest to all points of contact with the product.

Behavior change:
- It changes the approach of the players, whether they are users, consumers, customers or employees.
- It inspires a more proactive and participatory mindset.

Applicable at all stages:
- From the initial idea to implementation and operation.
- It adapts to different stages of the product or process lifecycle.

Stimulates desirable behaviors:
- It defines goals and challenges that encourage the adoption of positive practices.
- It recognizes and rewards behaviors aligned with objectives.

Improved user experience:
- Makes the interaction more engaging and enjoyable.
- It introduces playful elements to enhance the user experience.

Reduce churn:
- It drives loyalty by creating more engaging experiences.
- It offers rewards that encourage retention and continued participation.

Along with the creation of this service, we have our partner, **Cícero Gomes - Professor at UFSCar and People Manager at Evolucional**

Take the opportunity to listen to an entire episode on this topic in our podcast:

Case GPA

GAMIFICATION STRATEGY IN THE GRUPO PÃO DE AÇUCAR APP: BOOSTING LOYALTY IN THE DELIVERY DRIVER'S JOURNEY.

Grupo Pão de Açucar was founded in 1948, in São Paulo and has a consistent trajectory. The group has more than 700 stores and is the leader in food e-commerce in Brazil.

With a unique model of operation in different distribution segments, the company is part of the lives of millions of Brazilians, always identifying new consumption and behavior trends that allow it to anticipate the needs of its customers.

Performa_IT acts as a partner of Grupo Pão de Açúcar to support its goals of leading the retail digital transformation of supermarkets, with innovation and dynamism as its main characteristics.

Customer testimonial:

> **"You really have very qualified professionals to make it happen because it is complex. Sometimes you have the tool but you need to understand the business.**
>
> **I felt that Performa_IT contributed a lot, not only with the facilitation but with the discussions, in knowing if it made sense, if what we were putting forward was really a pain, an opportunity, if it had context or not. They were also able to discuss business vision, which is sometimes the most difficult thing."**

Context

The James Delivery app, now known as “Pra Já”, is one of GPA’s brands, it was developed to be a delivery platform for various products, which connects customers, delivery people and establishments.

In this scenario, the company is dedicated to discovering new delivery approaches, while mapping opportunities for improvement, aiming to increase operational efficiency and scalability.

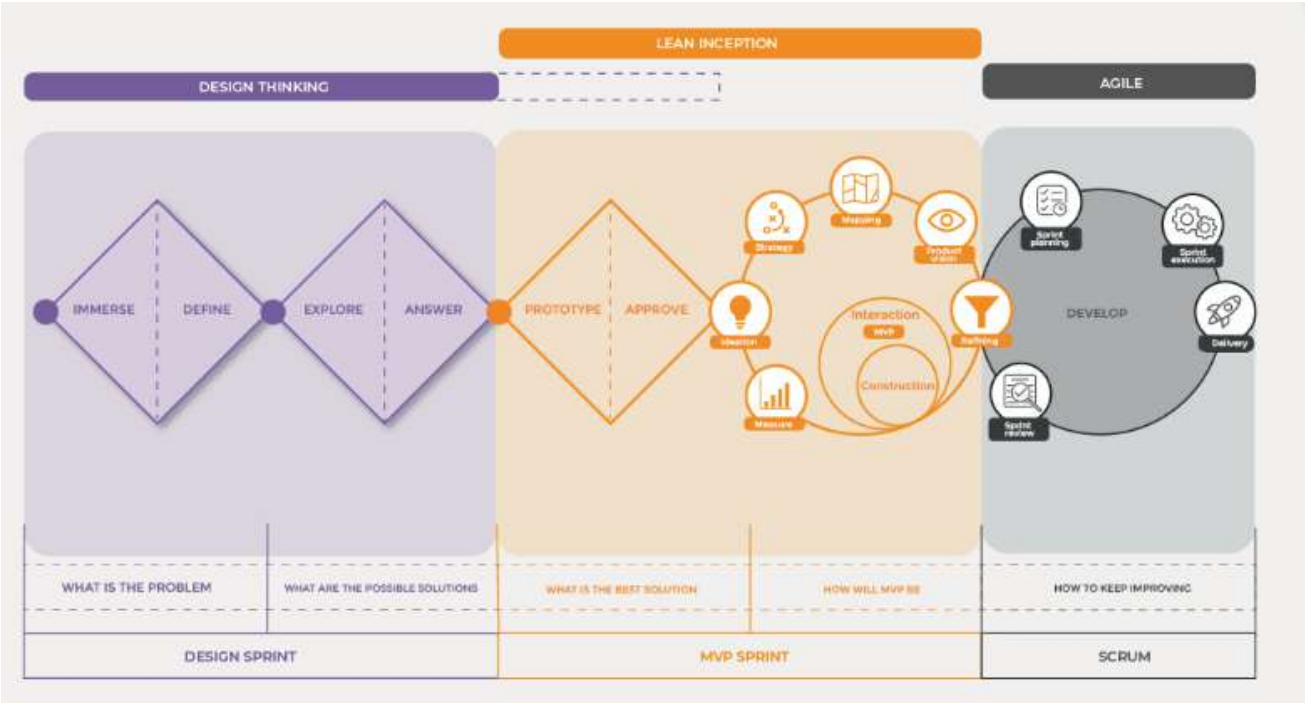
Challenge

One of the challenges of this project is to improve the experience of delivery people in the application, increase their engagement, and consequently, reduce obstacles to expanding deliveries, significantly improving the end customer’s experience

Approaches and Methodologies

Performa_IT has its own methodology called **IDEA-PAD.**
The acronym is the combination of the initials of the words:
Immerse, **D**efine, **E**xplore, **A**nswer, **P**rototype, **A**pprove and **D**evelop.

This methodology is based on the principles of Design Thinking, Lean and Agile, and combines these concepts with well-defined steps in order to guide the product design and development process.



Solution

In this challenge, we chose to combine the following practices:

- Behavioral science;
- Design Thinking;
- Lean Inception.

Thus, we designed a **gamification** process for delivery people of "Pra Já!" (James Delivery Person).

Gamification is an approach that aims to create engaging experiences, solve challenges, and encourage actions and behaviors through the application of game mechanics, and incentives related to this universe, even in situations that are not linked to games.

After identifying the challenges, we carried out the **strategic definition,** using the CSD Matrix tool to **raise hypotheses** for the project, to be validated in research and subsequently implemented through an **MVP - Minimum Viable Product.**

Our Experts

In this project, we relied on the expertise of a Service Designer with a background in design and educational psychology and a UX Designer with a background in game design.

Steps:

Discover

The Performa_IT team carried out a deep immersion, using analysis tools such as Personas, Empathy Map, Value Proposition Canvas, in addition to conducting In-Depth Interviews with delivery professionals in the car, motorcycle and bicycle categories. Additionally, they carried out a thorough assessment of competitors, culminating in a comprehensive overview of competitors in the sector.

This immersion phase is intended to validate assumptions, understand the challenges and needs of the interviewees, acquire a deep understanding of the delivery drivers' journeys, and identify openings for the implementation of process gamification strategies.

Define

After completing the immersion phase, there is a need to enter the definition stage. During this stage, workshops were conducted in collaboration with project stakeholders, in order to map the product's current journey, known as AS-IS, and thus identify the problems points and needs of the process. These aspects are then transformed into concrete opportunities for business advancement.

Furthermore, at the same stage, behaviors considered highly advantageous were outlined, in line with the specific demands of the project. Such behaviors were chosen to be encouraged through the application of gamification techniques.

Explore

During the exploration phase, taking as a starting point the highlighted opportunities and identified desirable behaviors, an ideation stage was triggered. At this stage, participants proactively engaged in co-creating solutions focused on the challenge presented. Then, following the definition process, modifications or the introduction of new functionalities were planned in the digital product that is part of the delivery drivers' journey.

Answer

The final phase focuses on responsive action, aimed at holistically improving the user experience while aligning with agile delivery approaches. At this stage, participants practiced prioritization, highlighting the ideas and features that emerged in the previous stage, using Lean Inception tools, such as Functionality Prioritization and the Sequencer.

Thus, it was possible to define an MVP (Minimum Viable Product) for the project according to the value delivery criteria. The next step included the prototyping stage, in which the screens to be modified in the product were actually designed. With a clickable prototype in hand, we performed usability tests, aiming to confirm the effectiveness, understanding and application of the new features.

Results

During usability tests, users expressed positive feedback regarding the new approach that incorporates gamification, showing a significant improvement in the experience and interaction with the interface.

Customer satisfaction level: In the NPS survey, the conduct of the project received very favorable evaluations from participants.

Did you enjoy reading? More news coming soon!

All images in this edition were generated by AI.
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